The Pioneering Spirit: Pursuit of WT 125
University Strategic Plan
2020 - 2025

<table>
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<tr>
<th>Goals</th>
<th>Strategies</th>
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| **Goal 1: Enhance the academic experience of all students.** | Strategy 1.1: Deepen current and develop new opportunities to support innovation and success in teaching excellence.  
Strategy 1.2: Maintain and create high-quality academic resources and services.  
Strategy 1.3: Increase high impact academic experiences such as experiential learning, internships, student research, study abroad, and leadership programs.  
Strategy 1.4: Reduce student expenses by accelerating campus efforts toward low cost, no cost, and open educational resources.  
Strategy 1.5: Attain the Carnegie Classification Doctoral/Professional University designation (conferring 20 or more doctoral degrees annually) by expanding the number of doctoral programs. |
| **Goal 2: Become a Regional Research University.** | Strategy 2.1: Assess and enhance research resources, including faculty time (teaching loads), facilities, faculty lines, and scholarly research dissemination activities (including travel, access to repositories, and open access journals).  
Strategy 2.2: Deepen current and develop new regional research initiatives.  
Strategy 2.3: Increase external funding (sponsored research grants and endowments), which will increase measurable research expenditures. |
| **Goal 3: Increase university enrollment through student recruitment and degree attainment.** | Strategy 3.1: Develop and manage a meaningful method to project enrollment growth over the next five years.  
Strategy 3.2: Develop and manage a comprehensive plan to align all university procedures, rules, and practices with increasing degree attainment rates.  
Strategy 3.3: Develop and manage a comprehensive enrollment plan (recruitment and retention) for all student populations. |
| **Goal 4: Enhance the digital experience.** | Strategy 4.1: Build an integrated digital platform.  
Strategy 4.2: Create a connected campus to enable next-generation teaching, learning, research, communications, and collaboration.  
Strategy 4.3: Provide a single point of convergence (phone, email, chat, social media, etc.) to improve responsiveness, quality service, and resolution to student and constituent needs. |
| **Goal 5: Enhance the campus experience.** | Strategy 5.1: Enrich student-centered campus support, services, and endeavors.  
Strategy 5.2: Adopt and embrace quality service standards for all campus departments.  
Strategy 5.3: Maintain a welcoming and aesthetically appealing campus. |
| **Goal 6: Strengthen existing and create new strategic relationships.** | Strategy 6.1: Create and engage boards that include business, local government leaders, donors, alumni, and other stakeholder groups to advise University leaders on regional needs.  
Strategy 6.2: Bolster partnerships with The Texas A&M University System, universities, community colleges, and schools.  
Strategy 6.3: Create regionally focused industry-university partnerships and/or centers. |
| **Goal 7: Meet the employment needs of the Texas Panhandle and beyond.** | Strategy 7.1: Develop additional programs that address regional job opportunities and trends.  
Strategy 7.2: Stimulate and promote innovation to provide insight for job growth and sustainability. |